

## Berrien Heading Off Welfare 'Immigrants'

By BRANDON BROWN  
Staff Writer

Berrien county social services department is "tightening up" its investigation of new welfare applicants to cope with out-staters moving here for bigger welfare payments.

Wesley P. Bowerman, county welfare director, told Berrien county commissioners Thursday that his department will begin a verification program for new welfare applicants Monday.

It means the department no longer takes the applicant's word on home address, family size, assets, whether the second spouse is living in the home, and whether the children are living in the home. Starting Monday department workers will personally verify these items, Bowerman said.

He said he expects verification to prevent out-staters from getting on the county's welfare rolls without living here. It's a form of "tightening up," he said.

"We're not blaming the people (for moving to Michigan). We'd do the same thing under similar circumstances."

But, he told commissioners, he believes welfare clients' home states should be responsible for these clients, not Michigan.

Some have trimmed back welfare programs recently, touching off a reported influx of welfare recipients to better-paying states.

Bowerman said a June 18-Oct. 18 study at his department showed 191 out-state family requests for welfare, an average of 35 persons a week or 1,830 persons pro-rated for a year.

The study was touched off because the department noticed "an extra large number of out-of-state automobiles" in the parking lot, he said.

The 191 families came from 29 states, led by Illinois, Indiana and Arkansas, Bowerman said. The Berrien county maximum

monthly welfare grant to a family of four is \$379, compared to \$288 in Cook county, Illinois, \$204 in Indiana and \$114 in Arkansas, he told county commissioners.

The county social services board is not granting welfare automatically, he said. Eligible clients get welfare. Those who have no local address, have not moved here, and can't meet certain requirements — like being employable and not agreeing to take a job referral from social services — are turned down, he said.

R. Bernard Houston, the state social services director, has given Berrien's welfare department permission to be one of the first in the state to begin using verification, Bowerman said.

It means a welfare worker makes a home call on clients to verify residency, number of children and their place of residence, whether the second spouse lives in the home, and personal assets. All Michigan departments used verification until several years

ago, when it was eliminated by federal rule in favor of client declaration, Bowerman said. But the rule has been changed and verification is allowed "within certain limits," he said.

The Berrien department is aware of recent cases where welfare applicants here claimed local addresses but still lived out-of-state while waiting for their Berrien welfare grant to begin, Bowerman said.

"We don't know how many times this happened..." he said. "But verification will prevent this."

Bowerman also put commissioners on notice that county government's 1974 \$100,000 appropriation to the Berrien welfare department may be too small because of the out-of-state influx and possible changes in federal regulations putting more of welfare's cost on local government.

The county appropriation goes to welfare clients who don't qualify for federally-funded welfare programs.

## 185,000 Workers Involved

## Contract Averts Ford Strike

DETROIT (AP) — The United Auto Workers reached tentative agreement on a new contract with Ford Motor Co. early Friday morning, averting a

scheduled 10 a.m. walkout by 185,000 workers. Local negotiations will continue and strike authorizations will be given as necessary, UAW

President Leonard Woodcock said in announcing the new contract. He did not release details of the new package.

"But obviously we would not have accepted it if we did not think it was acceptable to Ford workers," Woodcock said. "We're satisfied with the con-

tract. I don't know if we're pleased."

But a union source in Local 1250, Cleveland, Ohio, said the three-year package includes retirement after 25 years with full benefits for the firm's 9,000 foundry workers, a goal not achieved in the pattern contract with Chrysler.

Woodcock declined to say how close the contract matches the Chrysler pattern.

"We still have a General Motors problem, Ford of Canada problem and a General Motors of Canada problem," Woodcock said, referring to auto industry contracts which still must be negotiated.

Woodcock and Vice President Ken Bannan declined comment on the key issues in the settlement.

Woodcock said 49 of Ford's 97 bargaining units still were without local contracts.

"But the fact that we have 48 of 97 already signed signifies we should be able to do the job in fairly good fashion," Bannan said.

Union spokesmen said the 200-member Ford Council would be called into session Tuesday to consider the three-year package, and then it would be sent to the membership for ratification. Woodcock declined to say how long he thought the ratification process would take.

Bargaining has been under way at Ford World Headquarters in suburban Dearborn since July 17. Both sides imposed a total news blackout Monday after the union set the strike deadline.

The three-year pact with Chrysler includes a provision limiting overtime work to one hour a day and giving workers every Sunday and every third Saturday off.

Economic elements of the agreement include a 3 per cent wage increase each year, a full pension for workers retiring after 30 years service, improvements in annual cost-of-living wage adjustments and creation of a company-subsidized dental plan.

Ford says its UAW-represented (See back page, sec. 1, col. 4)

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## World Traveler Caught After \$500,000 Spree

ORLANDO, Fla. (AP) — Police telephones are "ringing off the hook" as banks, airlines and travel agencies complain about an 18-year-old New York City youth who police say saw the world on a borrowed credit card and \$200,000 worth of phony checks.

Detectives said Thursday that Michael Thomas Henson, who was arrested when he couldn't pay his bill at a motel here last Sunday, may have gone through a half-million dollars on a two-month, around-the-world spending spree with a girl friend named Grace.

Henson's globe trotting jaunt began in New York City in August when he borrowed a Master Charge card from an Orlando hairdresser who goes by the name of Xavier, police said.

They said Henson told Xavier he needed the card to buy plane tickets to Orlando but instead began a trip that took him and his girl friend to London, Paris, Madrid, Lisbon, Greece, Africa, Hawaii and Hong Kong, where he stayed in a \$135-a-day hotel

room and purchased two pairs of earrings for \$21,000.

"Whatever he couldn't get on Master Charge, he wrote checks for," said Orlando police Sgt. Ed Koskey, claiming the youth had passed a total of \$200,000 in worthless checks.

"Our phones have been ringing off the hook with calls from all over from banks, money order firms, airlines and others," Koskey said.

Police said Henson deposited phony checks written on an official-looking check writing machine to open bank accounts and then he wrote personal checks on the accounts to buy merchandise around the world.

In Hong Kong, Henson converted three phony \$25,000 checks into American Express travelers checks, detectives said.

"It's incredible," said Don Gartland, an American Express spokesman in New York. "Who would accept a \$25,000 check without checking it out first, much less three of them?"

"I have enough trouble cashing one of my own checks, and someone goes around doing it in strange countries," Koskey said.

Investigators said Henson traveled on several different airlines, including TWA, Eastern, American, Delta and a number of European airlines.

Police were called to a Howard Johnson's motel in Orlando after Henson was unable to pay for a one-night stay.

"I think we found tickets for everything but Dogpatch Airlines," Koskey said of a search of Henson's room. "We found 20 hotel tickets for two in the room."

Henson was held in the Orange County jail under \$7,053 bond, charged with defrauding an innkeeper, passing worthless checks and receiving stolen property. Police said other charges were pending.

His girl friend was identified only by her first name and apparently was not in the motel room when Henson was arrested.



**AMERICAN SURVIVOR:** Thomas Lester of Lake Odessa, Mich., is comforted by his daughter-in-law at Norfolk, Va. Thursday as he tells of being rescued from the Greek freighter Eurygenes, which burned in the Atlantic Sunday night. Lester's wife, two other American passengers and three crewmen were lost. (AP Wirephoto)

### SHIP BURNS

## Former Dowagiac Pair Die At Sea

NORFOLK, Va. — Mrs. Francis Gordon, formerly of Dowagiac, and her husband, Dr. Francis Gordon of Ashton, Md., have been listed among the victims of the fire that swept the Greek freighter Eurygenes about 849 miles off the coast of New York Sunday.

The body of Mrs. Gordon, the former Mary Vrooman of Dowagiac, was among five bodies brought back to port by a rescue ship yesterday.

Her husband is listed as missing.

Mrs. Gordon, 63, and her husband, 68, who lived in Ashton, Md., were enroute to England where Dr. Gordon was planning to study for the next two years, according to local sources.

Another Michigan woman,

Mrs. Edna Lester of Lake Odessa, also perished. Mr. Lester survived the ordeal.

According to the Associated Press, the Gordons and Mrs. Lester and three Greeks died when their lifeboat was swamped after they had abandoned the ship.

Thirty-six persons survived. Mr. and Mrs. Gordon are survived by four children and Mrs. Gordon's step-mother, Mrs. Belle Vrooman of Sister Lakes.

### Big Surplus

WASHINGTON (AP) — The United States had a trade surplus during September of \$873 million, the biggest single monthly surplus in more than eight years, the Commerce Department reported today.



**TRUCE TEAM ON THE MOVE:** Contingent of United Nations truce observers round a bend today to take up positions as cease-fire monitors near the Great Bitter Lake on the west bank of the Suez Canal. (AP Wirephoto)

## Not All Guns Silent On Mideast Fronts

BY ASSOCIATED PRESS

Israel charged Egypt with new violations of the cease-fire today as U.N. officials began assembling a new U.N. military force to try to enforce the Security Council's call for a truce between Israel and Egypt.

The Israeli military command reported that Egyptian artillery fire disabled an oil tanker at the southern entrance to the Gulf of Suez and that Egyptian tanks attacked Israeli positions on the west bank of the Suez Canal north of Suez.

But an Egyptian military spokesman in Cairo indicated the tanker had been disabled by mines rather than artillery fire, and denied that Egyptian tanks were attacking Israeli forces on the west bank of the Suez Canal.

Lloyd's of London said the tanker was believed to be the 29,592-ton Siris, which is owned by Israeli interests but sails under the Liberian flag. It was apparently en route to the Sinai oilfield which Israel seized from Egypt in the 1967 war.

A first Israeli announcement said the ship was sunk. Later a spokesman said the ship was hit in the hull and was taking water but the crew was trying to keep it afloat.

An army spokesman said the tank attack was made about 9:45 a. m. by troops of the Egyptian 3rd Army, which the Israelis say was trapped by their dash down the west side of the canal Tuesday, between the first and second cease-fires.

Egypt charged earlier that

force could be assembled and sent to the cease-fire lines.

Agreement on a council resolution barring big powers from participating in a Middle East peacekeeping force, eased tensions. The United States early Thursday had put its forces on a precautionary alert around the world amid concern in Washington that Moscow was planning to send military units unilaterally into the Middle East.

The Security Council voted 14 to 0 Thursday afternoon to send in a peacekeeping force and to expand the observer corps.

## 'Second Look' Worth A Bundle

ST. CLAIR SHORES, Mich. (AP) — A discarded lottery ticket may win a St. Clair Shores man \$200,000 in the next Bureau of State Lottery superdraw — thanks to a woman's curiosity and honesty.

Dorothy Lavers of St. Clair Shores noticed some week-old lottery tickets casually tossed in her kitchen wastepaper basket by her son, Joseph, and a friend of his, Harry Harecourt, both 25.

Curiosity got the best of her and she decided she would double-check the numbers, then stash the lottery tickets away with her own old tickets.

"I almost had a heart attack when I saw the numbers," said Mrs. Lavers.

"When we called Harry over and told him, he turned white and we had to pull up a chair for him," she said.

While Harecourt is guaranteed \$10,000 for the ticket, Mrs. Lavers said, "We've got our fingers crossed for him now" to win the \$200,000.

## Profits Set Record But GM Says Margin's Too Slim

DETROIT (AP) — General Motors Corp. posted record earnings of \$267 million in the third quarter of 1973, the auto giant reported Thursday.

With sales also at a record level of \$7.6 billion, however, corporate officials repeated complaints about declining profit margins.

The firm's quarterly earnings were up from \$122 million in the same period of 1972, when revenues totaled \$5.3 billion.

Officials said the improvements over the previous year reflect a shortened model changeover period in auto plants, in addition to increased sales.

In the third-quarter of 1965, net income was \$264 million on sales of \$3.7 billion.

GM Chairman Richard Gerstenberg and President Edward Cole

noted that the firm's profits had declined from 7 per cent to 3.5 per cent of sales since 1965.

They said the declining profit margin was caused by government controls which bar the firm from fully recovering rising labor and material costs, and the cost of government mandated safety and emissions control equipment and other product improvements.

GM's earnings amounted to 92 cents a share in the most recent quarter, compared to 41 cents last year and 91 cents in the 1965 period.

The firm paid a common stock dividend of 85 cents a share for the third quarter this year and last year.

The GM report came one day after Ford, the world's second

largest automaker, listed third-quarter earnings of \$95 million, up about \$1 million from the comparable 1972 span. Ford also complained of declining profit margins.

Chrysler Corp. earlier in the week reported a \$17 million loss for the quarter, mostly because of a nine-day national walkout by the United Auto Workers union, local labor disputes and inventory shortages. Chrysler earned \$13 million in the third quarter of 1972.

GM has not yet reached a new three-year agreement with the UAW, which has continued working for the automaker on a day-to-day basis since the regular contract ran out Sept. 14. Negotiations today reached settlement at Ford, where the union has set a Friday strike deadline.

GM said it "remains hopeful that a settlement of both national

and local agreements which will be fair and equitable to all concerned can be reached without the damaging effects of a production stoppage."

GM's third-quarter performance was based on worldwide sales of 1.75 million cars and trucks, compared to 1.28 million units in the 1972 period.

The firm said the third-quarter performance brought nine-month earnings to a record level of \$1.88 billion on sales of \$26.8 billion. In the first nine months of 1972, the firm earned \$1.49 billion on sales of \$21.6 billion.

GM said it had an average worldwide employment of 804,000 people in the first nine months of the year, up from 747,000 in like 1972. The number of hourly workers averaged 442,000, up from 402,000.

## THE HERALD-PRESS

## Editorial Page

W. J. Banyon, Editor and Publisher  
Bert Lindenfeld, Managing EditorJustice Douglas About  
To Break A Record

Franklin D. Roosevelt was elected to four terms as President, although he died shortly after his third term had expired. Most Republicans, and a good many Democrats, were distressed by FDR's flouting of the two-term tradition for Presidents. Accordingly, Congress proposed a constitutional amendment in 1947 limiting all future Chief Executives to two terms. The amendment, the 22nd, was ratified in 1951.

But suppose Roosevelt had lived to serve out his fourth term? And suppose he had gone on to win election to five more? Suppose, in fact, that Roosevelt had served until Jan. 20, 1969 — a grand total of 36 years?

All this supposing has a point, soon to be made by William O. Douglas, senior associate justice of the Supreme Court of the United States. On Oct. 29 Douglas will have been a member of the court for 34 years and 196 days. He will thus break the incumbency record for Supreme Court justices previously held by Stephen J. Field, who served from 1863 to 1897.

Douglas's forthcoming achievement underscores one important difference between the nation's highest court and the two other branches of the federal government. Members of Congress and the President must stand for reelection every two, four or six years. But the Constitution stipulates that judges, "both of the Supreme and inferior (federal) courts, shall hold their offices during good behavior" — in other words, for life.

While resignations or retirements from the high bench are far from uncommon, many justices do indeed serve for life. Of the 105 present and former members of the Supreme Court, 29, have served or did serve 20 or more years. More than one of every

four justices, in other words, may be expected to keep his seat for at least two decades.

The 20-year club included many of the most esteemed members of the Court: Roger B. Taney, the elder John M. Harlan, Oliver Wendell Holmes, Louis D. Brandeis, Hugo L. Black, and Felix Frankfurter. Some students of the Supreme Court would readily place Douglas in that pantheon.

But few would quarrel with the assertion that Chief Justice John Marshall was the greatest justice of all. Marshall served from 1801 to 1835, a period that spanned the Federalist era and the heyday of Jacksonian populism. It was he who established the Court's authority to pass on the constitutionality of federal and state laws — the authority upon which the Court's power rests.

Longevity in office commonly breeds mellowness, but Douglas is an exception. His four marriages and three divorces, his vigorous physical activity despite a heart condition, and his impassioned support of civil rights and First Amendment freedoms have conspired to make him a controversial figure throughout his career.

Douglas stirred up a storm for the umpteenth time on Oct. 15, the day before his 75th birthday anniversary. In a dissenting Supreme Court opinion, he declared that he had once been told by Lyndon B. Johnson that the late President's phone had been tapped. He also voiced his belief that "the conference room of his Court has been bugged."

Douglas's charges drew immediate denials, but few were surprised that he had made them in the first place. The senior justice's admirers and detractors have known for a long, long time that he is a man who speaks his mind.

ADA Opposition To Ford  
Political, Not Moral

Prolific Polomac politicking obscures judgment on whether Congress will follow the Constitution and act upon Jerry Ford's nomination as Vice President within 30 days. But one thing does seem certain. Congress is not apt to pay much attention to the fact that the Michigan congressman is opposed by the Americans for Democratic Action.

ADA, the only organized group so far on record against Ford's confirmation, says:

"Congress should require a full investigation into the allegations of mishandling of the nominee's campaign funds."

This is a reference to an \$11,500 contribution to Ford's 1970 campaign for re-election to the House of Representatives which he allegedly did not report to the Clerk of the House.

Congress should, indeed, investigate this and any other question about the President's nominee. As the ADA says, "The apparent popularity of a nominee should not cause Congress to act quickly." Congress must recognize "that it is acting as surrogate for the electorate."

So true! But this \$11,500 question, which Ford says can be "adequately explained," is not the real reason why the ADA's national board unanimously turned thumbs down on Ford.

The real reason is simply that the conservative Ford has something like a zilch-minus voting record on the liberal ADA's scoreboard of congressional performance.

Ford's staunch adherence to Republican presidents and Republican policies through every twist and turn of those policies over the past 25 years would be the worst possible reason for a Democratic-dominated Congress to refuse to confirm him — just as it would be wrong for Republicans to vote against a Democratic President's nominee on the basis of his political ideology.

Fortunately, the Democratic leadership in Congress recognizes this fact and seems prepared to establish as a precedent, and as an unwritten part of the 25th Amendment, the right of a president to choose his own man for vice president and to expect that his nominee, barring the discovery of any serious and substantial doubts about his integrity, be confirmed by Congress after due deliberation.

In this process, the ADA's advice and nonconsent has been less than useless.

National  
Harmony

Several nations are taking time out from their busy schedules, despite all the other preoccupations on the world scene, to look into the subject of new national anthems.

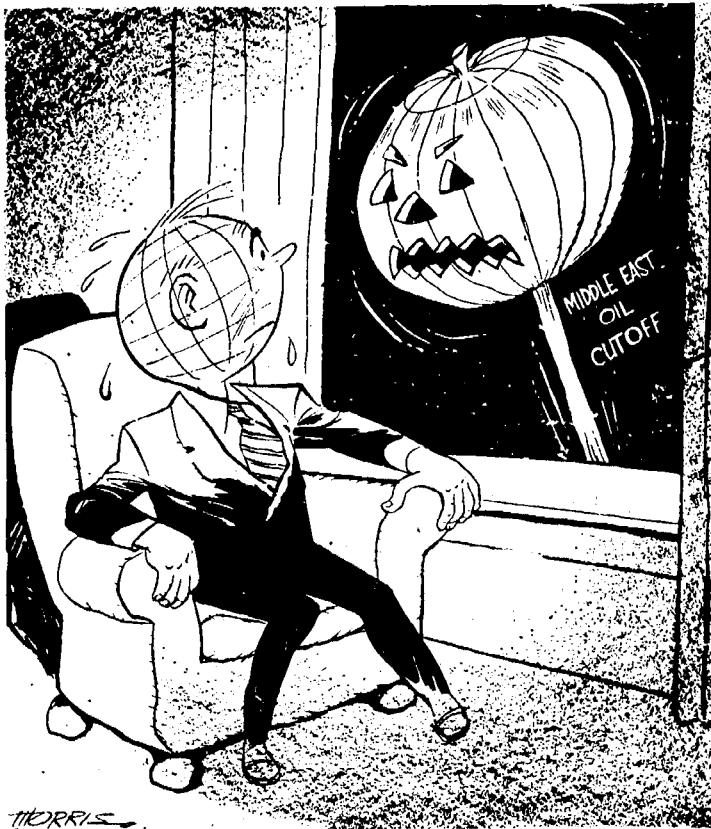
The Australians have been talking about replacing the British national song with one of their own; now they are working on it with some vigor. Probably the favorite at this time is "Waltzing Matilda," although some wags are still promoting various kangaroo songs.

The Swiss have joined the act, for the second time, in trying to find a replacement for the century old anthem sung to the tune of "God Save the King." The first choice, selected in 1961, never caught on because it had a difficult melody and most Swiss apparently thought the lyrics were too religious.

Switzerland, like many other lands, has distinctive musical sounds. Cowbells and yodeling are unmistakable symbols of the land of cheese, Alps and international bankers. Incorporating the two symbols in a national anthem would give the official song an unmistakable flavor.

It could also give heartburn to any who tried to sing it.

## Scary, To Say The Least!



## GLANCING BACKWARDS

HAUNTED HOUSE  
SET FOR HALLOWEEN

— 1 Year Ago —

Phi Kappa Nu fraternity of Lake Michigan college will stage a Halloween "haunted house" exhibition in St. Joseph Monday and Tuesday for trick-or-treaters and their parents.

According to Jim Hornus, 19, president of the fraternity, the horror house will be located on the corner of Park street and Court, behind Washington elementary school, St. Joseph. A St. Joseph realtor granted permission to the fraternity to use the unoccupied house for two days for the project.

SUMMERY WEATHER  
SETS HEAT RECORD

— 10 Years Ago —

Summery weather extending far into late October has again

set heat records the last two days in southwestern Michigan. And the weatherman said the unseasonable weather would continue through the weekend.

The mercury hit 80 degrees Thursday after having gone to 82 on Wednesday. Both readings were the highest for these two days respectively since temperature records were started in 1947.

NEW CONTRACT  
AWARDED TRUSCOTT

— 29 Years Ago —

Announcement was made today by officials of the Truscott Boat and Dock company here that it has been awarded another large contract for the construction of aircraft rescue boats for the United States Army.

The announcement was made

as one of the highlights of the "E" Day celebration at the St. Joseph shipyard, where the coveted Army-Navy "E" pennant was being presented this afternoon. The presentation ceremonies are to be followed by banquets for the employees at the Trinity Lutheran church and at the Whitcomb hotel.

## DUES REDUCED

— 39 Years Ago —

Three new directors were elected at the annual meeting at Berrien Hills country club — M. J. Hall, W. A. Godfrey, and E. C. Davidson. Treasurer Leonard Smith's report showed that though membership fees had been reduced from \$50 to \$25 revenues slightly exceeded last season's total.

## MOTORING ON VACATION

— 49 Years Ago —

Mr. and Mrs. Frank Sheler went to Lansing, Detroit and Grand Rapids for a week's motor trip. Mrs. Sheler is having a week's vacation from her duties at the Shepard and Benning company store.

## GETS VOTE OF FAVOR

— 59 Years Ago —

City Attorney Fremont Evans received a letter from a resident of Gillette, Wyo., commenting favorably on the grapes grown in this section of the state.

## EDITOR WED

— 83 Years Ago —

During an absence in the east, Editor Charles E. Heer was married to Miss Arminia Carpenter of Rahway, N. J. They have the best wishes of Mr. Heer's friends for a happy future.

## EX-POW WEDS

PITTSBURGH, Pa. (AP) — Lt. Cmdr. Everett Alvarez Jr., a prisoner of war in Vietnam longer than any other American, will be married here Saturday to a former airline passenger service representative.

## BERRY'S WORLD



"Maybe I'd better try a little less fashionable pair!"

## Ray Cromley

## What Goes Wrong

## With Good Men?



WASHINGTON (NEA) — The tragedy of Spiro Agnew is that he did not see what he was doing as morally wrong.

Illegal, yes, else he would not have kept secret from the Internal Revenue Service that he was receiving money as gifts for his personal use.

But Agnew seems to have believed he was not betraying the public trust because, as he put it, "no contracts were awarded to contractors who were not competent to perform the work and in most instances state contracts were awarded without arrangement for the payment of money to the contractor."

He denies the payments in any way influenced his official actions.

In saying that "my acceptance of contributions was part of a long-established pattern of political fund raising in the state" he does not seem even now to understand that by his acts he was weakening the democratic institutions in which he believes.

In fact, in view of this "long-established pattern" as he sees it, Agnew seems to regard the actions taken against him as unfair.

This, I submit, is a great tragedy. Friends who have worked with no axes to grind for President Nixon, Agnew or the Republican party tell me they found Agnew an intelligent and perceptive man of great promise, who grew in stature with his job. He was not, in private, the controversial lightning rod he sometimes appeared in public. And he came of a moral background.

So what went wrong that this man of great promise (and a reported IQ of 135) ends up going down this dark and lonely path?

This is something we must

learn more about. For Agnew is not alone. What he has done goes on in most states and among numbers of men in high national office.

It is not enough to say that Agnew and others accept money because "everybody does." This is a cop out. For if "everybody" does it, this is the greater reason for concerted action to change our political malpractices. For this is the kind of crime which can, if it spreads far enough, destroy the democracy we believe in.

I had a friend once who took this same shady road. The temptations of office were too great for him to handle. It was not that he was a mean man, or stupid. He had, in fact, a brilliant mind. He came of a family with high standards and with an honorable, even famous, name. He was not rich, but he did not want for money. He had strong and good friends in number willing to help him through crises and to aid him in fighting temptation. He had a wonderful, beautiful, loyal, honest wife.

But he lost all this — wife, friends, law practice, political career. He turned away from his wife and friends — and would not listen. We called him weak, but that was no explanation.

Since those days I have spent many hours through the years wondering what made this man do what he did. Why does one man resist temptation and another not? How do we distinguish one type of man from another before we vote one into office? What do we do to encourage officials to remain honest? When office holders do go wrong how do we discover it in time to prevent great damage to our communities, to the men themselves and to their families?

## BUSINESS MIRROR

Cosmetic Firms On  
FTC 'Wanted' List

By JOHN CUNIFF  
AP Business Analyst

NEW YORK (AP) — Women's cosmetics and fragrances have succeeded over the centuries not only for what they do, if anything, but because of their allure and ambience and the hope, the suggestion, the promise they offer.

Their advertising reflects this, much of it being based on the implicit benefits of pleasing men, catching and keeping men, maintaining or achieving social acceptability, and attaining personal well-being.

And, said a practicing psychologist and researcher this week, that puts cosmetic advertisers on the most-wanted list of the Federal Trade Commission, which has taken the position that ad claims must be documented.

But how do you document a fragrance ad that states simply, "And suddenly nothing is the same," or a facial cream ad that contains the promise of "smoothing away the years?"

The FTC doesn't even have a most-wanted list, of course, and it hasn't indicated any unusual interest in cosmetics. But Dr. Joseph Smith told a meeting of cosmetics people that if the FTC were to act, cosmetics would be caught in a gooey situation.

Smith is a market researcher who heads the firm of Oxtoby-Smith Inc. A sardonic humorist at well, he titled his talk "An Awful Shadow Floats amongst Us," which is a ghastly vision for cosmetics people.

(Would Percy Shelley by chance have dreamed that these words, somewhat edited from his poem, "A Hymn To Intellectual Beauty," would ever be so used?)

Said Smith, who has often knocked and joined heads with the FTC:

"The cosmetics industry is distinctly vulnerable to attack — attack on the grounds that its communications to consumers are deceptive, unfair, and/or misleading." Not that they are, he said, but can they be defended?

To date the FTC has taken on the automotive industry, tires, air conditioners, television sets, foods, hearing aids, detergents, analgesics, toothpastes, cold remedies and the like. But it hasn't confronted cosmetics.

The FTC doesn't have to prove the ads false, said Smith. Instead, the advertiser must be able to demonstrate and document the truthfulness.

This might be a cut-and-dried matter with tires, but when the ad says, as does a fragrance ad now circulating, "And suddenly nothing is the same," you've got problems.

When a cosmetics ad shows a svelte society matron in a touched-up full-page portrait, does it suggest to the reader that she can be the same if she uses the product? Is it implied?

The commission's mandate is to prevent misleading ads rather than to prevent women from buying products. Its goal is to prevent the use of deception to obtain an advantage over competition and the customer.

In previous cases, however, it has asked for material proof, scientific evidence and the like. But what of the intangibles? If a woman believes the product helps, isn't that evidence of value? And if she believes, maybe the dream will come true — no? And doesn't the ad make the dream believable?

Smith told the cosmetics people that the readers of cosmetics ads take their message from: 1. The overt communication; 2. The implicit and symbolic carriers of meaning, their situations, dress, the colors used, the music; 3. The perceptive set the reader or viewer has — that is, knowledge and attitudes.

It means, he said, that advertisers must learn themselves just what their ads are saying, "not what you want them to say and not what you think they're saying, but what they are saying."

And next, he suggested, cosmetic advertisers must convince the pragmatists of the regulatory agencies that not all important values are material, that benefits cannot be measured only in graduated beakers, but also reside in feelings and emotions.

It Never Rains  
On Kentuckian

WASHINGTON (AP) — It never rains on a Kentucky official who testified before a House subcommittee Thursday.

When James F. Perkins, general counsel to the state Department for Natural Resources and Environmental Protection, gets wet, it's a "precipitation event."

Perkins used the term in describing standards for rain runoff from mining areas.

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12 mo. - \$30; 11 mo. - \$27.50; 10 mo. - \$25.00; 9 mo. - \$22.50; 8 mo. - \$20.00; 7 mo. - \$17.50; 6 mo. - \$15.00; 5 mo. - \$12.50; 4 mo. - \$10.00; 3 mo. - \$7.50; 2 mo. - \$5.00; 1 mo. - \$2.50.  
All Other Mail - 12 mo. - \$48; 11 mo. - \$45; 10 mo. - \$42.50; 9 mo. - \$40.00; 8 mo. - \$37.50; 7 mo. - \$35.00; 6 mo. - \$32.50; 5 mo. - \$30.00; 4 mo. - \$27.50; 3 mo. - \$25.00; 2 mo. - \$12.50; 1 mo. - \$6.25; 1 wk. - \$1.65.

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## UCF Drive At 89% Of 1973 Goal

The 1973 United Community Fund Success campaign, rapidly moving toward an over-the-top date on Nov. 1, reported reaching 89.1 per cent of goal yesterday at the third report meeting. Dr. Donald Robach, general campaign chairman, announced that \$550,927.28 has been pledged against the \$618,000 goal.

Applauding the efforts of the hundreds of volunteers, Robach declared all facets of the Twin City community are working to make it a success. He cited

co-operation and enthusiasm in all levels of the drive for bringing in pledges close to the total made in last year's campaign at a 3-month's later date.

In recognizing outstanding performances in many areas, Robach particularly thanked 383 workers in the Bendix plant for raising over \$7,000 in pledges in a day and a half.

Volunteer UCF workers at the report luncheon held in the Lakeview room of the YWCA heard preliminary plans for a Victory meeting to be held Nov. 1 at the DANK hall on Pipestone road. Robach indicated workers would be advised of the final plans for this session in a few days.

Once again leading the soliciting divisions, The Industrial division reported \$431,973 raised for 93.1 of its goal. Tallys in the other divisions were:

Commercial — \$20,704 for 51.8 per cent; Public — \$40,569 for 86.3 percent; Professional — \$21,752 for 80.6 per cent; Metro — \$31,648 for 87.9 per cent, and Miscellaneous — \$4,278 for 107 per cent.

A number of organizations and companies were added to the growing list of outstanding increases in United Community Fund participation. The organizations and their UCF chairmen are:

Cook Nuclear Center, 119 per cent increase, Martha Kiander; Lakeshore Schools, 46 per cent increase, Frederick Schmidt; Lake Michigan College, 291 per cent increase, with more to come, Dr. Walter Browe; Mercy Hospital, 29 per cent increase, Terry Stanard; Memorial Hospital, 58.6 per cent increase, Howard H. Heinke; Avion Coach, 132 per cent increase, Duane Schneider; Auto Specialties Manufacturing Company including local 793, United Auto Workers, 45 per cent increase, Bob Wolfe; Dynac Corporation, \$400 increase; All-Phase Electric, 35 per cent increase, Irene Palazzolo; Smith Steel Fabricating, \$642 new dollars, Larry Smith; K-Mart, 43 per cent increase, Lillian Mattix and Bonnie Gruss; Modar, 43 per cent increase, Jerry Fulbright, and Wolverine Stamping Co., 78 per cent increase, Karl Wolfanger.

Some high and very-high achievements have been registered in some of the soliciting divisions. In the over-100 per cent column in the Professional division are section chairmen (See back page, sec. 1, col. 8)

## Air Tower Dedication Plans Begins

Twin Cities Airport board yesterday announced plans to send one of its members, Einar Larson, to a meeting with Federal Aviation Administration representatives to set up the new control tower dedication.

Larson has been named chairman of the committee to plan the dedication. He said tower personnel want at least a month and possibly more time to get the system in good working order.

A meeting local airport officials and FAA personnel is tentatively scheduled for next week.

The board adopted a resolution commending the eight years of service on the board by Robert M. Mitchell, who died this week.

## Speed Limit Will Go Up By 5 Miles

The speed limit on US-33 in the vicinity of North Shore school in Benton township will be raised from 50 to 55 m.p.h., according to a letter received by Benton Township Supervisor Martin J. Lane from the state highway department.

The new speed limit should be in effect by mid-November, pending the posting of the signs, according to E.H. Miller, of the highway department's district office in Portage.

Miller said speeds on US-33 were radar checked at two locations near the school by representatives of the highway and state police departments. Findings showed 33 per cent of the drivers were exceeding 50 at one location, while 48 per cent exceeded the posted speed at the other.

Miller said, however, that when the flashing yellow school blinkers are in operation, they reduce speeds by 5-10 miles per hour.



**CONTROVERSIAL UNIFORMS:** Benton Harbor Patrolman James McMiller (left) and Lt. Jack Weatherly wear new uniforms of Benton Harbor police department. Patrolmen's uniforms are navy, while command officers wear white shirts with navy trousers. New to outfit is patch on arm beneath police emblem which states: "Courtesy-Service." Uniforms have stirred controversy in city commission, as purchase was first approved in budget, then a resolution was passed to hold up payment of uniforms pending further investigation by commission. Total cost of uniforms is about \$6,000, City Manager Charles Morrison stated. (Staff photo)

## TWO ACRES FOR \$150,000

# St. Joe Improvers Buy Land



The St. Joseph Improvement Association has bought in excess of two acres at the corner of South State street and Gard avenue (figure 1 above) for future development, it was announced this morning at the association's annual meeting by John S. Stubblefield, president. Stubblefield, who is also president of Peoples State Bank of St. Joseph, said the bank loaned the association money at two per cent so the \$150,000 purchase could be made from Mr. and Mrs. Paul Suchovsky, former owners.

"Although the bank could derive far higher interest rates on other type loans," Stubblefield explained at the Berrien Hills Country Club breakfast session, "the bank's directors felt this was a good loan because it helps build the community.

And that's what the bank works to do."

Stubblefield said the association hopes to develop the newly-acquired site, which measures 330 by 330 feet, in conformance with the Colonial Heights concept sponsored by the association in developing other nearby property. One phase of development, said the banker, will be an effort to have electric and phone lines put underground.

Several pieces of ground in the area already have been developed through promotion by the Improvement Association in conformance with a pattern of American colonial architecture. Figure 4 is the Peoples State Bank South Branch; 6 is Colonial Heights retail and office center; 7 is Imperial Printing; 5 is Holland Construction. Dr.

Charles Duncan, orthodontist, is currently erecting a professional office building at the site of figure 8 on land he acquired through the Improvement Association.

The association owns three other parcels of ground in the same area. Figure 2 is four acres acquired several years ago from the Michigan Highway department. Figure 3 marks two residentially-zoned lots. Figure 9 shows two more residential lots.

Stubblefield said purchase of the two acres at Gard and South State culminated negotiations that had lasted five years.

## Boy, 8, Raises \$63.20 For Cause

# What Can You Do On 50c A Week?

By SCOTT WILLIAMSO  
Staff Writer

Bobby Pymm is a normal third-grader, right? He likes baseball and football, and wants to be a baseball player when he grows up.

However, he's an eight-year-old with something a lot of

adults don't have — a concern for his fellow man, or in his case, fellow student.

Bobby recently raised \$63.20 by selling toys at his Fairplain home so a first-grader he had heard about could have dental work done. Before that, he had given \$37 to the Sickle Cell

research fund after seeing a TV program about the subject.

And that on a weekly allowance of 50 cents.

He's nonchalant about his benevolence, merely stating he likes to help people. He's also a little bit bashful.

Bobby is the son of Mr. and

Mrs. Robert Pymm, of 2090 Truman drive.

Mrs. Pymm said a Benton Harbor Area Schools nurse had asked her if she knew of any organization that could donate some money so a first grade student could have dental work done.

The child is from a family of 12 which does not receive welfare and is not eligible to get it. The boy needed at least \$184 worth of emergency dental work done because of rampant tooth decay, the school nurse said.

Mrs. Pymm said she and her husband were talking about it over dinner when Bobby overheard it and said he didn't have that much money in his bank. They told him he didn't have to give the money, but he wouldn't take no for an answer.

He told his parents he would sell his toys to help raise the money, and sell he did. He donated about \$35 worth of his toys, and with toys received from neighbors, a rummage sale, run by Bobby, netted \$63.20.

The money was turned over to a school nurse for the other boy's dental work. The local Shriner organization will pay for the rest of the dental care.

The \$37 for the Sickle Cell fund wasn't originally intended for that, Mrs. Pymm says. Bobby had saved for two years to buy a new bicycle. But he felt the bike could wait.

It did wait, but only until early this summer when his parents purchased one for him.



**YOUNG PHILANTHROPIST:** Eight-year-old Bobby Pymm works on a tight budget — 50 cents a week allowance — but still managed to raise \$63 by selling toys so another child could have dental work. He also previously gave \$37 to Sickle Cell research from funds he had saved for two years toward a bike. (Staff photo)

## New State Land Sales Law Affects Pipestone District

BY JERRY KRIEGER  
County-Farm Editor

The new state Land Sales act apparently requires the Twin Cities Area Development Corp. to register as a land developer before it can sell any more sites in the Pipestone district.

The State Office of Economic Expansion in Lansing advised Charles Schrenk, county economic development director, that the broad sweep of the new law — which was intended to apply mainly to residential subdivision developments — appears to take in industrial parks too.

The state economic expansion office told Schrenk that efforts are already underway to seek amendments to the new act, one of which would exempt industrial parks from the law's requirements.

Schrenk said the act applies to developers of 10 or more parcels of subdivided land. He noted

that industrial parks in St. Joseph and Niles are virtually sold out. The St. Joseph park has only one remaining site for sale, Schrenk noted. He said he did not know if the fact that fewer than 10 parcels remain would eliminate any need for the owners of those two parks to

register their operations.

Schrenk said a great deal of detail work and as much as \$1,000 to \$2,500 of direct expense can be involved in meeting the requirements of the act.

The stated purpose of the act was to protect consumers from unscrupulous land developers.

## Self-Defeating Behavior Is Topic

The first in a series of training sessions designed to aid the small businessman, department heads and managers will be held Friday, Nov. 2 at the Twin Cities Area Chamber of Commerce conference room, 777 Riverview, Benton Harbor.

Dr. Milton R. Cudney of Western Michigan university will discuss "Elimination of Self-Defeating Behavior".

Dr. Cudney is creator of the theory about self-defeating behavior and has lectured on the topic across the nation. Reservations are to be made with the chamber office.

## Van Buren Drain Chief Dies At 84

BANGOR — Glenn W. Smiley, 84, drain commissioner of Van Buren county for 28 years, died last night in Bronson hospital, Kalamazoo.

Mr. Smiley assumed duties as drain commissioner in 1945 and had been returned to office by voters since.

Donald Hanson, chairman of the county board of commissioners, said "We regret the loss of Glenn Smiley. He served the county honorably for many years and was noted for his

knowledge of county drains and the county generally."

Hanson said a successor would be named by a committee of the county treasurer, clerk and prosecutor. Elmyra J. Hearn, deputy drain commissioner, will serve as acting commissioner until appointment of a successor, Hanson said.

Mr. Smiley was a lifelong Van Buren county resident, being born in Arlington township Oct. 4, 1889. He lived in route 1, Bangor, where he had operated a farm.

Mr. Smiley was appointed drain commissioner in 1945, to succeed L. G. Monk. He was elected to his latest term in 1972. The term runs through 1976.

He is a World War I veteran and a member of the Bangor Simpson United Methodist church. During his life, he was active in civic and social activities.

Mr. Smiley is survived by several cousins. His wife, Betty, died in 1962.

Masonic service will be held Saturday at 8 p.m. in the McKane funeral home in Bangor. Funeral services are to be held at 3 p.m. Sunday at the funeral home. Burial will be in Arlington Hill cemetery.



GLENN W. SMILEY  
Drain commissioner dies

## Lawrence Budget Put At \$798,000

LAWRENCE — A 1973-74 Lawrence school budget of \$798,889, about \$88,794 above actual expenditures of a year ago, was adopted by the Lawrence school board last night.

Most of the increase is due to a 5.5 per cent wage increase to teachers and the addition of two new staff members, according to Supt. Wesley Harding.

One person attended the special budget hearing.

In other action, the board set the school tuition rates at \$69 for kindergarten through sixth grade students and \$100 for tuition students in grades seven through 12.

The school system has five tuition students, Harding said.

## Berrien Officials Get Pay Boosts Under New Budget

Berrien county commissioners Thursday approved a \$7.88 million 1974 county budget without dissent and granted 15 county elected officials pay raises totaling \$18,500 next year.

The new budget, previewed to newspaper readers Wednesday, is about 5 per cent higher than 1973 but uses the same county property tax rate, 5.425 mills.

Commissioners recessed for 10 minutes Thursday, squabbled in private, and returned to the board floor to approve elected officials' pay hikes and relax the rules allowing commissioners to exceed 70 paid meetings a year.

Elected county officers will get \$800 pay raises in January, and judges of the county's courts will get \$1,000.

The commissioners' 1974 per

diem appropriation is \$10,000 higher than 1973 and County Affairs Chairman Leslie Fischer predicted commissioners will earn it.

## Galien Man Charged

GALIEN — John Lockamy, 24, Second street, Galien, was arrested yesterday by Berrien sheriff's deputies on a warrant charging him with negligent homicide in connection with a one-car crash on Aug. 25 which claimed the life of a Buchanan man.

Deputies at the department's Galien substation said Lockamy was the driver of a car which crashed into a tree in Bertrand township about three miles southwest of Buchanan.

Killed in the accident was James W. Williams, 22, 501 Michigan street, a passenger in the car.



REP. BELA KENNEDY  
Receives award

in the advancement of Michigan agriculture.

record system.

Two others were also honored at the today at the extension service's annual conference.

They were Mrs. Peter Tack of Okemos and Carl Collin, farm service director of the Fetzer broadcasting system of Kalamazoo.

The three were honored for supporting cooperative extension programs in their communities and for volunteer work

## Extension Service Honors Kennedy

BANGOR — State Rep. Bela Kennedy of Bangor is one of three persons named as recipients of the distinguished cooperative awards from the Michigan State university cooperative extension service.

Kennedy, elected to the state house of representatives in 1971, is also a fruit grower, a businessman and was one of the first cooperators in MSU's telefarm computerized farm

## Clymer Parents Supporting Washington School Switch

COLOMA — A Coloma school board order to close the Clymer grade school and shift its 44 students to another school drew support from 28 of the students' parents last night.

None of the parents raised objections to the shift during a hearing with Schools Supt. William Barrett on the decision.

Mrs. Nancy Cabbage, vice president of the school's North-west Community club, said

"...we'll be leaving the Clymer school with happy memories and enter Washington school with hope."

Mrs. Cabbage added that the club would continue to function through the Washington school.

Monday, the school board voted to close the 56-year-old grade school on Clymer road and move the youngsters into the Washington school. The change is to be effective Mon-

day.

Ronald Clark, assistant district superintendent, said the old building would be used for storing school supplies. He said the shutdown would save the district more than \$3,000 in upkeep and maintenance costs.

He also said the change would cancel need of a shuttle bus service transporting some students to Washington school daily.

(See page 20, column 1)

## Trial Won't Be Held This Year

# LMC Teachers' Suit Stalled Again

BY BILL RUSH  
Staff Writer

GRAND RAPIDS — A suit against Lake Michigan college by teachers fired last March hit another snag Thursday in when one member of a three-judge federal panel withdrew from the case because of a potential conflict of interest.

A new date for trial will not be determined until a replacement judge is named. It appeared the trial now will be delayed until after the first of the year.

The suit involves a claim by the teachers that their constitutional rights were violated when dismissed by LMC during a strike without pre-termination hearings. The college argument is that the teachers were properly removed in accordance with the Michigan Employee Relations Act which prohibits public employees from striking.

A day-long trial of the case

had been set for yesterday in U.S. District court. But when the federal panel allowed the state attorney general's office to intervene as a defendant in the suit on the side of the college, Judge George Edwards of the U.S. Court of Appeals in Cincinnati said he would have to disqualify himself.

Edwards' son, James Edwards, is an assistant in the

Michigan attorney general's office.

Edwards said that Chief Judge Harry Phillips of the U.S. Court of Appeals would assign another judge to the case after which the trial could be reset.

Atty. Bernard Fieger of Southfield, union counsel, predicted the trial may not be held before January due to crowded court dockets. The trial

date yesterday was set two months ago.

Prior to Edwards withdrawal, the panel did decide in favor of the college that the case should be heard by a three-judge panel instead of a single judge. The union opposed this as being unnecessary. Also on the panel are Federal Judges Noel Fox and Albert Engel.

In pre-trial arguments, Atty.

Robert Claus of Chicago, representing LMC, said that the union, in seeking pre-termination hearings for fired teachers, was attacking the constitutionality of the Michigan Employee Relations act.

Fieger denied that he was attacking the act's constitutionality. He said the act provides hearings for fired public employees but doesn't

say when. Presumably the legislature intended the hearings to be held before dismissal in line with rights under the 14th amendment of the U.S. Constitution, Fieger argued.

Edwards said there would be no determination as to whether the act's constitutionality is under attack unless the court sees fit to do so after all facts have been heard.

## Speese Departing Welfare Board

Leslie R. Speese, a member since 1960 and present chairman of the Berrien county department of social services board, will step down from the assignment Oct. 31.

Speese, 80, of 777 East Napier, Benton township, Speese was paid director of the former Berrien county department of social welfare—now department of social services—from 1951 to 1960. He then was appointed as the state-appointed member of the social services board.

The board is composed of three members, two of whom are county appointees. It is the policy making body for the welfare department.

Recently Speese was awarded

the Michigan Counties Social Services association meritorious service award for long service in the public welfare field.

Berrien county has a good social services department, director and board, Speese said Thursday.

He was critical of liberalized

welfare eligibility standards, the influx to Michigan of out-staters for bigger welfare checks, and the lack of a residency requirement for recipients.

"One of the things we need here, I think, is to get our one-year residency back in Michigan."

Speese's replacement as state-appointed board member is William Gnodtke of Buchanan, presently a county appointee on the three-member board. County commissioners will name an appointee for the unexpired year of Gnodtke's term.



LESLIE R. SPEESE  
Leaving Welfare Seat

## Cass Eyes Vote For Vo-Ed Unit

CASSOPOLIS — A special millage election to finance construction and operation of a vocational education school in Cass county is being considered by a citizens study committee.

The possible election was mentioned at a committee session last night. No dates nor amounts, however, were specified.

Ned Sutherland, career education coordinator for the Lewis Cass Intermediate district said other funding, such as federal and state sources, could also be available for construction.

Sutherland said the school, if undertaken, would be designed to serve 600 students.

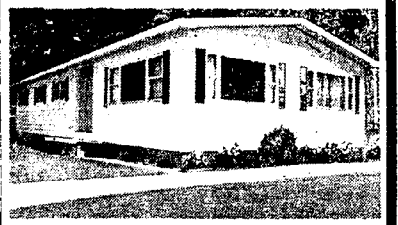
## Hearing Shunned

COLOMA — A hearing to review Coloma charter revision proposals appearing on the Nov. 6 ballot in the city drew no response from residents last night.

Mrs. Patricia Beezley, city clerk and clerk of the revisions commission, said only members of the commission, a city commissioner and a candidate for constable were present.

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